

B.Sc.(IT) Semester - 5 (Remedial) (CBCS) Examination**March/April-2022(Old Course)****CS-27 SEARCH ENGINE TECHNIQUES AND DIGITAL TECHNOLOGY TRENDS (CORE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

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| Que-1 (A) | Answer the following questions | (04) |
| | <ol style="list-style-type: none">1. What is the use of site: operator in google?2. Full form of PPC3. Give name of search Engine used in china.4. Full form of SERP. | (02) |
| Que-1 (B) | Answer the following questions (ANY ONE) | |
| | <ol style="list-style-type: none">1. What is indexing?2. What is crawling? | (03) |
| Que-1 (C) | Answer the following questions (ANY ONE) | |
| | <ol style="list-style-type: none">1. Explain organic search.2. Differentiate: Flat vs Deep Architecture. | |
| Que-1 (D) | Answer the following questions (ANY ONE) | (05) |
| | <ol style="list-style-type: none">1. Explain the different layout of search engine.2. Explain analyzing ranking factors. | |
| Que-2 (A) | Answer the following questions | (04) |
| | <ol style="list-style-type: none">1. Full form of TDL2. Full3form of QDD.3. Full form SWOT.4. What is historical progress? | (02) |
| Que-2 (B) | Answer the following questions (ANY ONE) | |
| | <ol style="list-style-type: none">1. Explain SEO for RAW traffic.2. How SEO used for E-Commerce. | |
| Que-2 (C) | Answer the following questions (ANY ONE) | (03) |
| | <ol style="list-style-type: none">1. Explain Major Elements for Planning.2. Explain 301 and 302 redirects. | |
| Que-2 (D) | Answer the following questions (ANY ONE) | (05) |
| | <ol style="list-style-type: none">1. Explain SEO for Reputation Management.2. Explain Auditing and Exiting site to identify SEO problems. | |
| Que-3 (A) | Answer the following questions | (04) |
| | <ol style="list-style-type: none">1. Full form of CMS.2. What is Sub Domain?3. Which Tag is used for sitemap?4. What is Microsites? | (02) |
| Que-3 (B) | Answer the following questions (ANY ONE) | |
| | <ol style="list-style-type: none">1. What is clocking?2. What is Root Domains? | |

- Que-3 (C) Answer the following questions (ANY ONE) (03)
1. Explain Redirects.
 2. Explain Robots.txt in detail.
- Que-3 (D) Answer the following questions (ANY ONE) (05)
1. Write short note on sitemap.xml file.
 2. Explain Optimization of Domain Names.
- Que-4 (A) Answer the following questions (04)
1. Full form of ROI.
 2. Full form of XML
 3. Name any one keyword research tool.
 4. What is feed search? (02)
- Que-4 (B) Answer the following questions (ANY ONE)
1. What is site content analysis?
 2. What is local search? (03)
- Que-4 (C) Answer the following questions (ANY ONE)
1. What is short tail keyword?
 2. Explain Vertical Search in detail. (05)
- Que-4 (D) Answer the following questions (ANY ONE)
1. Explain optimizing for Image Search.
 2. Explain optimizing for Product Search.
- Que-5 (A) Answer the following questions (04)
1. Explain Block Chain.
 2. Full form of AR.
 3. Full form of VRML
 4. What is digital business? (02)
- Que-5 (B) Answer the following questions (ANY ONE)
1. Explain Working of Block Chain.
 2. List out different Block Chain Features. (03)
- Que-5 (C) Answer the following questions (ANY ONE)
1. Explain Risk and barriers to digital business adoption.
 2. Difference between digital business and E-commerce. (05)
- Que-5 (D) Answer the following questions (ANY ONE)
1. Explain VR in detail.
 2. Discuss opportunities for Augmented Reality.
